

**PATENT ASSIGNMENT**

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Hugh Svendsen	06/01/2007
RECEIVING PARTY DATA	
Name:	Concert Technology Corporation
Street Address:	7011 Fayetteville Road
Internal Address:	Suite 210
City:	Durham
State/Country:	NORTH CAROLINA
Postal Code:	27713
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	11757091
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ATTORNEY DOCKET NUMBER:	1116-070
NAME OF SUBMITTER:	John H. Vynalek

Total Attachments: 3  
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**ASSIGNMENT**

This Assignment made by me, **Hugh Svendsen**, hereinafter referred to as assignor, a citizen of the United States of America, residing at 678 Bear Tree Creek, City of Chapel Hill, County of Chatham, State of North Carolina;

WITNESSETH: That,

WHEREAS, I am the sole inventor of certain new and useful improvements in **SYSTEM AND METHOD FOR PROCESSING A RECEIVED MEDIA ITEM RECOMMENDATION MESSAGE COMPRISING RECOMMENDER PRESENCE INFORMATION** for which I am making application for Letters Patent of the United States, and for which I have executed a declaration; and

WHEREAS, Concert Technology Corporation, a corporation duly organized and existing under the laws of the State of Delaware and having a principal place of business at 7011 Fayetteville Road, Suite 210, City of Durham, County of Durham, State of North Carolina, hereinafter referred to as assignee, is desirous of acquiring the entire right, title and interest in and to said invention as described in the specification executed herewith, and any and all Letters Patent which shall be granted therefor;

NOW, THEREFORE, To All Whom It May Concern, be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, I, the said assignor, have sold, assigned, transferred and set over unto the said assignee, its successors and assigns, the entire right, title and interest in and to the above-mentioned application and invention and in and to any and all Letters Patent of the United States which may hereafter be granted therefor, and in any and to any and all continuations, continuations-in-part, substitutions, divisions or reissues of said Letters Patent, the same to be held and enjoyed by the said assignee,

for its interest, and for its own use and behalf, and the use and behalf of its successors and assigns, to the full end of the term for which said Letters Patent may be granted as fully and entirely as the same would have been held and enjoyed by me had this assignment and sale not been made.

And for the consideration aforesaid, I hereby covenant and agree to and with the said assignee, its successors and assigns, that at the time of the execution and delivery of these presents I am the sole and lawful owner of the entire right, title and interest in and to the invention, application and Letters Patent above-mentioned and that the same are unencumbered, and that I have good right and lawful authority to sell and convey the same in the manner herein set forth.

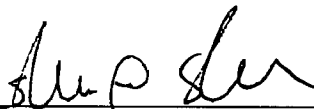
And for the consideration aforesaid, I hereby covenant and agree to and with the said assignee, its successors and assigns, that I will, whenever its counsel or the counsel of its successors and assigns, learned in the law, shall advise that an amendment, division, continuation, continuation-in-part, or substitution of, or any other proceeding in connection with said application, including interference proceedings, is lawful and desirable, sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for the procurement of valid Letters Patent for said invention, or for the reissue of the same without charge to my said assignee, its successors or assigns, but at its or their expense.

I hereby request the Commissioner for Patents to issue the Letters Patent in accordance with this instrument.

For the consideration aforesaid, I have sold, assigned, transferred and set over, and by these presents do sell, assign, transfer and set over, unto the said assignee, its successors, assigns or nominee, the entire right, title and interest in and to any and all Letters Patent for said

invention which may be granted in countries foreign to the United States and in and to any applications for Letters Patent which may be filed for said invention in countries foreign to the United States and in and to the invention described in said application; and I hereby authorize and empower the said assignee, its successors, assigns or nominees to apply for Letters Patent or other form of protection on said invention in its own name or in the name of its successor, assignee, or nominee, in any and all countries where it may desire to file such application and where said application may be filed by another than the inventor; and I hereby covenant and agree to sign all papers and drawings, take all rightful oaths, and do all acts necessary or required to be done for procurement of Letters Patent, or other form of protection, for said invention or inventions in countries foreign to the United States, and for further investing or confirming the right and title therein to the assignee, its successors, assignee, or nominee, without charge to my said assignee, its successor, assignee or nominee, but at its or their own expense.

IN WITNESS WHEREOF, I have hereunto set my hand and seal this the 1st day of June, 2007.



**Hugh Svendsen**

Docket Number: 1116-070